

The Regent Conference 2008
“Keeping Ahead of the Changing Markets”
Sponsored by Barclays Bank plc

10 February 2009, The Millennium Gloucester Hotel

08.30 – 09.30	Registration and Coffee
09.30 – 09:45 Jeremy Paxman Conference Chairman	Welcome
09.45 – 10.15 Paul Robinson, Director, Chief Sterling Strategist, Barclays Capital	Reading the Tea Leaves – What Happens Next? <ul style="list-style-type: none"> • General economic statistics • Key trends to look out for • Protecting the downside
10.15 – 10.45 John Gantz, Chief Research Officer IDC	Critical Trends Driving Technology Expenditure <ul style="list-style-type: none"> • The main sectors for short term growth • Trends that could catch us by surprise • Which wildcards could change the market outlook?
10.45 – 11.15	Coffee – Sponsored by KPMG
11.15 – 11.45 David Keene VP Large Enterprises SAP	Business Software in the Next Decade <ul style="list-style-type: none"> • The changing demands of the corporates • Targeting the small/medium enterprises • The challenge of “Cloud Computing”
11.45 – 12.15 Ben Heald CEO Sift	ROI from your Online Network in Tough Times <ul style="list-style-type: none"> • Effective online contact with customers, prospects and partners • Managing your online community in recession • Content that will turn them on
12.15 – 12.45 Jon Moulton Managing Partner Alchemy Partners	Financing The Next Phase of Industry Development <ul style="list-style-type: none"> • Investment trends in technology today • What the financial investors will be looking for • An Investors view on superior management
12.45 – 14.15	Lunch – Sponsored by Alchemy
14.15 – 14.45 Ashley Highfield Managing Director and Vice-President of Consumer and Online UK Microsoft	Technologies that will change broadcasting
14.45 - 15.15 Tony Lavender Managing Partner Analysys Mason Research	Telecoms - Still Expanding in a Convergent World <ul style="list-style-type: none"> • Assessing the fixed line / mobile / Internet dynamic • Driving the delivery of data and video • Implications for business in the new world

15.15 – 15.45	Tea– Sponsored by KPMG
15.45 – 16:00 Peter Rowell Executive Chairman Regent Partners International	Today, Tomorrow – and the Day After <ul style="list-style-type: none"> • The sectors that will drive growth or consolidation • Strategies for success in the next phase • Computing becomes a utility – big time
16:00-17.00 Panel – Paxman to chair	Richard Holway – Chairman, TechMarketView Ian Smith – Regional Senior VP, Oracle Kate Craig-Wood - Managing Director , Memset Tudor Aw – Technology Partner, KPMG
17.00–17.15 Sean Finnan , President of Intellect & Vice President and Managing Director, UK and Ireland Commercial Business, EDS	Close
17.15 – 19.00	Cocktail reception -

Keeping Ahead of the Changing Markets

With so much turmoil in the world today, this conference will look beyond the uncertainty and examine the trends that will direct the technology industry over the years ahead.

So we will steer a path through the issues of recession, inflation, oil prices, credit crunch, housing etc and look at how you can keep ahead of trends in IT, telecoms and digital media expenditure that will affect your business as it moves forward. The conference will examine themes of mobile Internet, utility computing (or the Cloud, or the Grid), security, smart devices, emerging applications, product distribution etc and determine where the revenue opportunities are likely to emerge tomorrow.

The day will provide the best annual overview of market expectations for the immediate future. Under the chairmanship of Jeremy Paxman you can expect the presentations and debates to be lively yet focussed. But above all, the day provides a chance for you to meet with other top executives from the industry and to compare notes on the major issues of tomorrow.